

Gold Coast Region

San Luis Obispo, Santa Barbara, and Ventura Counties



REGIONAL LEAD AGENCIES

California Project LEAN

Anne Patterson
Santa Barbara County Public Health Department
315 Camino Del Remedio
Santa Barbara, CA 93110

Phone: (805) 681-5279
Fax: (805) 681-5662
Email: apatter@co.santa-barbara.ca.us

5 a Day-Power Play! Campaign

Leah Haynes
UC Cooperative Extension, Ventura County
669 County Square Dr., Suite 100
Ventura, CA 93003-5401

Phone: (805) 645-1450
Fax: (805) 645-1474
Email: ljhaynes@ucdavis.edu

SANTA BARBARA COUNTY PUBLIC HEALTH DEPARTMENT*California Project LEAN Regional Lead Agency*

Anne Patterson, MPH, RD	Local Share:	\$448,166
315 Camino Del Remedio	State Share:	\$224,083
Santa Barbara, CA 93110	Grant Amount:	\$102,360
Phone: (805) 681-5279	Year First Funded:	FFY 1996
Fax: (805) 681-5662		
Email: apatter@co.santa-barbara.ca.us		

Target Audience

- Ages: Grades 4, 5, 9-12; Young Adults; Adults
- Ethnicities: Asian (4%); African American (2%); Latino (60%); Native American (2%); Pacific Islander (1%); Caucasian (30%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Farmers' Market; Restaurant

Partners

50 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; ACS; WIC; Head Start; Girl Scouts; local adm. MediCal

Description

The Gold Coast LEAN lead agency coordinates a regional coalition of partners to address community issues related to nutrition and/or physical activity and facilitates the regional collaborative workgroups. All *Network*-funded Local Incentive Awardees and Special Projects in the region were surveyed for training needs and will be provided with training opportunities and technical assistance.

Regional staff provides expertise for media inquiries and activities occurring in the region and will be coordinating activities for State-sponsored media campaigns such as National 5 A Day Week.

The region's Community-Based Social Marketing Project to increase consumption of fruits and/or vegetables in low-income, acculturated Latina mothers. The message is to increase fruit and vegetable consumption as snacks by at least 1 serving per day. Nutrition classes known as "Snack Parties" provide purchasing, selection and preparation skills that were found to be limited in the target population. Hands-on experience and the opportunity to taste quick and easy fruit and vegetable snacks are also provided. All educational materials used—posters, radio ads, and flip chart—were developed based on formative research and target audience feedback.

The Santa Barbara County Public Health Department will coordinate the "Partners for Fit Youth" coalition that directs nutrition education and physical activity school interventions. The workgroups in this coalition are developing action plans in which one strategy will be implemented. The group will also advocate for environmental improvements at low-resource schools such as increased availability to fruits and vegetables and decreased access to junk food and sodas. They will also provide training in physical activity promotion and nutrition education classes for organizations serving low-income children.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, VENTURA COUNTY*5 a Day–Power Play! Campaign***Leah Haynes**

UC Cooperative Extension, Ventura County
 669 County Square Dr., Suite 100
 Ventura, CA 93003-5401

Phone: (805) 645-1450

Fax: (805) 645-1474

Email: ljhaynes@ucdavis.edu

Grant Amount:

\$110,000

Year First Funded:

FFY 2000

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The University of California Cooperative Extension, Ventura County acts as the Central Valley Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 28,000 impressions with the region's 13,900 low-income 9- to 11-year-old children. The Gold Coast Region includes San Luis Obispo, Santa Barbara, and Ventura counties.

VENTURA COUNTY PUBLIC HEALTH DEPARTMENT*LIA—Local Health Department Channel*

Rigoberto Vargas	Local Share:	\$190,720
3160 Telegraph Road Suite 202	State Share:	\$95,360
Ventura, CA 93003	Year First Funded:	FFY 1999
Phone: (805) 289-3373		
Fax: (805) 289-3377		
Email: rigoberto.vargas@mail.co.ventura.ca.us		

Target Audience

- Ages: Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Latino (85%); mixed (15%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Restaurant; Faith Organization; Community Based Organizations

Partners

6 partners from: Schools; School Food Service; Local Health Department; Project LEAN; University of California Cooperative Extension

Description

This project's goal is to implement and evaluate a culturally specific community intervention that will promote healthy eating and regular physical activity among Ventura County's low-income under-served population. The activities target 400-500 primarily Latino households in Ventura, Santa Paula, and Oxnard. The project has several objectives: (1) to implement and evaluate a culturally specific social marketing campaign to promote healthy eating and regular physical activity among low-income residents of Ventura, Oxnard, and Santa Paula; and (2) to develop a community education and outreach campaign to promote healthy eating and regular physical activity. This will be accomplished by identifying educational materials appropriate for the target audiences and then distributing them at community outreach events.

Additional outreach and education activities include: (1) providing nutrition and physical activity education materials to food stamp recipients; (2) interactive displays on nutrition and physical activity topics at 12-16 community events; (3) 25-30 nutrition education workshops on topics of interest to the target audience (i.e., nutrition education series of classes that include cooking demonstrations, market tours, "cutting fat, salt & sugar", label reading); and (4) collaborating with local agencies to encourage good nutrition and physical activity (i.e., community organizations, school districts, supermarkets, worksites, gyms, parks and recreation departments).

The project collaborates with Project LEAN, *Latino 5 a Day Campaign*, *California Children's 5 a Day—Power Play! Campaign*, Ventura Unified School District, Fit WIC, and WIC to assure the development of consistent messages. Media strategies and/or products were developed based on formative research to support the campaign messages.

VENTURA COUNTY PUBLIC HEALTH DEPARTMENT*PCFH Healthy Eating and Childhood Overweight Prevention Grant***Rigoberto Vargas, MPH****Grant Amount:****\$96,553**

Chronic Disease Prevention Program

3160 Telegraph Rd., Suite 202

Ventura, CA 93003

Phone: (805) 289-3373

Fax: (805) 289-3377

Email: rigoberto.vargas@mail.co.ventura.ca.us

Target Audience

- Ages: PreKindergarten; Grades 1, 2; Adults
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English

Settings

Community Center; School; Head Start Centers

Partners

10 partners from: University of California Cooperative Extension; Ventura County Child Health and Disability Prevention Program; Child Health Linkages Project; Chronic Disease Prevention Partnership; Maternal, Child, and Adolescent Health; Promotoras in Action Program; Child Development Resources/Head Start; Ventura Unified School District; Santa Paula FitWIC Task Force; Healthy School Project

Description

Ventura County Public Health's Healthy Ventures will focus on culturally sensitive nutrition education activities among children 3-6 years of age and their families. The program will use a variety of approaches to foster improvements in food choices and physical activity patterns during transition period from preschool to the elementary school setting to prevent the development of overweight later in childhood. The Healthy Ventures project will sub-contract with the University of California Cooperative Extension FIESTA Family Wellness Program to provide bilingual nutrition education services for 400 families during the funding period. The FIESTA Program is a series of 4 two-hour weekly sessions for the child and family members with an emphasis of three target areas: nutrition, physical activity, and parenting. The Healthy Ventures program will collaborate with the Santa Paula FitWIC Task Force, Healthy Schools Project, and education agencies to obtain referrals for children and families to participate in the FIESTA Family Wellness Program and to promote social and environmental change within community institutions.

VENTURA UNIFIED SCHOOL DISTRICT*LIA—School/District Channel*

Sandy VanHouten	Local Share:	\$198,852
295 South Arcade Drive	State Share:	\$99,426
Ventura, CA 93003	Year First Funded:	FFY 2002
Phone: (805) 641-5050		
Fax: (805) 641-5289		
Email: svanhouten@vtusd.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-12; Adults
- Ethnicities: Asian (1%); African American (2%); Latino (67%); Native American (1%); Caucasian (27%); Phillipino (1%)
- Language: Spanish, English

Settings

School; Parent Meeting

Partners

4 partners from: Schools; School Food Service; Local Health Department; University of California Cooperative Extension

Description

The Healthy Schools Project is currently operating in seven schools (five elementary, one middle and one high school) in the Ventura Unified School District. Teacher training on grade appropriate nutrition education curricula is provided to teachers in 7 target schools.

Nutrition education is integrated into other areas of the school curriculum such as Language Arts, Math, Science, Social Studies and Health. A library of nutrition related books and resources has been established at each school. Nutrition Task Forces of parent volunteers and one Child Nutrition Staff member are being set up at the target schools. They will be trained to do in-class taste testing and cooking in the classroom. These experiences expose students to new foods and encourages them to make healthy food choices. We are pilot testing an after school junior chef program in cooperation with the city Parks and Recreation Department. Children will prepare a nutritious snack one day a week. Nutrition and wellness themes are delivered to parents via PTA/O newsletters, displays at school events and through bi-lingual classes for Spanish speaking parents. Nutrition education at the continuation high school involves teen parents, pre-schoolers, health classes and the associated student body officers.